

Rep Order# 6838423 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 105127

Printed: 08/03/2012 12:26 PM
Last Received: 08/03/2012 9:27 AM
Showing Buylines: All Lines

1 of 5

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .N.R.C.C. IE
Product NRCC IE 2012 SKED 2
Estimate# 2957
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Rep Firm Sales Office () PHILADELPHIA
Agency C/P1/P2/E 155/426/2957
Flight Dates 09/21/2012 - 09/27/2012
Hiatus Weeks
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	-----	-----	-----	---	---	-----	-----
	1	F	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/21-09/21	2	1	2	\$650.00	
	2	M	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/24-09/24	2	1	2	\$650.00	
	3	TU	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/25-09/25	2	1	2	\$650.00	
	4	W	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/26-09/26	2	1	2	\$650.00	
	5	TH	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/27-09/27	2	1	2	\$650.00	
	6	F	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	7	M	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	8	TU	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/25-09/25	1	1	1	\$1,000.00	
	9	W	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
	10	TH	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/27-09/27	1	1	1	\$1,000.00	
	11	SA	6A-7A	NW3 AT SUNRISE	:30	\$350.00	09/22-09/22	2	1	2	\$700.00	
	12	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/22-09/22	2	1	2	\$1,250.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	13	SU	6A-7A	NW3-SUNRS WKND	:30	\$325.00	09/23-09/23	2	1	2	\$650.00	
	14	SU	7A-8A	SUN TODAY	:30	\$625.00	09/23-09/23	2	1	2	\$1,250.00	
	15	F	10A-11A	TODAY SHW3	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	16	M	10A-11A	TODAY SHW3	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	17	TU	10A-11A	TODAY SHW3	:30	\$325.00	09/25-09/25	1	1	1	\$325.00	
	18	W	10A-11A	TODAY SHW3	:30	\$325.00	09/26-09/26	1	1	1	\$325.00	
	19	TH	10A-11A	TODAY SHW3	:30	\$325.00	09/27-09/27	1	1	1	\$325.00	
	20	F	11A-12P	RACHAEL RAY	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	21	M	11A-12P	RACHAEL RAY	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	22	TU	11A-12P	RACHAEL RAY	:30	\$325.00	09/25-09/25	1	1	1	\$325.00	
	23	W	11A-12P	RACHAEL RAY	:30	\$325.00	09/26-09/26	1	1	1	\$325.00	
	24	TH	11A-12P	RACHAEL RAY	:30	\$325.00	09/27-09/27	1	1	1	\$325.00	
	25	SA	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	26	SU	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	27	F	5P-630P	NEWS 3	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	28	M	5P-630P	NEWS 3	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	29	TU	5P-630P	NEWS 3	:30	\$1,000.00	09/25-09/25	1	1	1	\$1,000.00	

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Hiatus Weeks

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

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---	---	---	---	---	---	---	---	---	---	---	---	---
	30	W	5P-630P	NEWS 3	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
	31	TH	5P-630P	NEWS 3	:30	\$1,000.00	09/27-09/27	1	1	1	\$1,000.00	
*32	SA	5P-630P	NEWS 3		:30	\$650.00	09/22-09/22	3	1	3	\$1,950.00	
		Station Remark:	V2 NOT NA - NEWS WILL AIR 8-9P AFTER ND GAME									
	33	F	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/21-09/21	2	1	2	\$2,000.00	
	34	M	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/24-09/24	2	1	2	\$2,000.00	
	35	TU	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/25-09/25	2	1	2	\$2,000.00	
	36	W	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/26-09/26	2	1	2	\$2,000.00	
	37	TH	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/27-09/27	2	1	2	\$2,000.00	
	38	TU	8P-9P	VOICE	:30	\$4,000.00	09/25-09/25	1	1	1	\$4,000.00	
	39	W	9P-11P	L&O:SVU	:30	\$3,200.00	09/26-09/26	1	1	1	\$3,200.00	
	40	SU	530P-830P	NBC SUN-FTBL	:30	\$10,000.00	09/23-09/23	1	1	1	\$10,000.00	
	41	SU	830P-930P	NWS3 LVE-PRIME	:30	\$1,800.00	09/23-09/23	1	1	1	\$1,800.00	
	42	M	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	09/24-09/24	1	1	1	\$1,100.00	
	43	W	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	09/26-09/26	1	1	1	\$1,100.00	
	44	SA	11P-1135P	WKD2 NWS-AT 11	:30	\$1,100.00	09/22-09/22	1	1	1	\$1,100.00	
	45	SU	11P-1135P	WKD NWS3 AT 11	:30	\$1,100.00	09/23-09/23	1	1	1	\$1,100.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	46	F	1235A-137A	J FALLON	:30	\$225.00	09/21-09/21	1	1	1	\$225.00	
	47	M	1235A-137A	J FALLON	:30	\$225.00	09/24-09/24	1	1	1	\$225.00	
	48	TU	1235A-137A	J FALLON	:30	\$225.00	09/25-09/25	1	1	1	\$225.00	
	49	W	1235A-137A	J FALLON	:30	\$225.00	09/26-09/26	1	1	1	\$225.00	
	50	TH	1235A-137A	J FALLON	:30	\$225.00	09/27-09/27	1	1	1	\$225.00	
	51	SA	1130P-1A	SAT NITE LIVE	:30	\$1,400.00	09/22-09/22	1	1	1	\$1,400.00	
	52	SU	930P-10P	JEOPARDY	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
	53	SU	1135P-12A	SPORT NT-L VGS	:30	\$400.00	09/23-09/23	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 69 / \$60,825.00

---SALES MONTHLY TOTALS---

Sep 12: 69 / \$60,825.00

Sales Totals: 69 / \$60,825.00

Station Totals: 69 / \$60,825.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$190,078	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	32%
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KTNV 20% KTUD 0% KVCW 1% KVMY 2% KVUU 15%
XXXX 0%

--COMPETITIVE COMMENTS--

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE